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सिंहदरबार



“SINGHA DURBAR” MEDIA PROGRAM: ROLE MODELS FOR GOOD GOVERNANCE

After a decade-long armed conflict, Nepal is making the transition that is both peaceful and prosperous. The promulgation of the new constitution is a great step forward, and as Nepal undertakes major changes to its governance system and state structures, Nepali people often express their dissatisfaction peacefully and other times through violence. The quality of political leadership is crucial in addressing people’s concerns and needs and government work must be transparent and accountable. In this context, the Singha Durbar¹ Media Program presents a vision for inclusive governance through showing Nepal’s achievements. This will inspire current and future political leaders to encourage ordinary citizens to participate in the democratic governance process.

PROGRAM OVERVIEW

Singha Durbar is a three-year, \$1 million program to mitigate public disillusionment and dissatisfaction with political leadership and processes by positively engaging the mass public to encourage a collaborative political culture. Through multimedia communications approach the program will:

¹ Singha Durbar is the central administrative secretariat of all branches of the Government of Nepal (Executive, Legislative and Judiciary) where almost all the ministries are located and major policy decisions are made.

- Increase public knowledge of government functions at local and national levels and foster constructive citizen-government engagement.
- Support dialogues at multiple levels that lead to a shared national vision for leadership and governance.
- Promote positive role models for leadership and governance through popular culture.

The program creates an awareness of how government works at local and national levels, identifying possibilities for collaborative civic-political culture. The media program produced and broadcasted *Singha Durbar*, a 13-episode political drama television series; *Gaun Gaunma Singha Durbar*, a 52-episode radio drama series on 56 local FM stations in more than 60 districts; and *Sangor*, a 26-episode Maithali radio drama series reaching 75 districts. In addition, the program published white-policy papers on governance and held collaborative leadership workshops to catalyze dialogue among key government stakeholders. Core messaging for all programming are related to ongoing issues of governance in Nepal and incorporating learning from opinion surveys and interviews with experts.

"At times, due to prevailing stereotype towards young people, it feels like being young is a curse... I loved the fact that you linked it with the debate of youth vs. maturity and made it even more worthy to watch. Every time I watch Singha Durbar, it feels like it is the story of our times though many of the ideas presented have yet to materialize."
– Mona Sherpa, Singha Durbar's Facebook page.

EXPECTED KEY OUTCOMES

The program will educate audiences in understanding that ‘good’ leadership and ‘good’ governance encompasses values of inclusion, transparency, honesty, and collaboration across dividing lines. Audience members will increase understanding of how their government works, at local and national levels, and their capacity and interest in civic engagement. The general public will know how to participate in the governance processes to hold elected leaders accountable. Incoming political and government leaders will adopt positive messages and become role models who exhibit behaviors of collaboration, transparency, inclusiveness, and solution-oriented decision making.